

## Message Text

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ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W  
-----056237 170040Z /61

R 170009Z FEB 78  
FM AMEMBASSY MEXICO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 8381  
AMCONSUL BELIZE  
AMEMBASSY BOGOTA  
AMCONSUL CALI  
AMEMBASSY CARACAS  
AMCONSUL GUADALAJARA  
AMEMBASSY GUATEMALA  
AMCONSUL GUAYAQUIL  
AMCONSUL HERMOSILLO  
AMEMBASSY MANAGUA  
AMCONSUL MARACAIBO  
AMCONSUL MEDELLIN  
AMCONSUL MERIDA  
AMCONSUL MONTERREY  
AMEMBASSY PANAMA  
AMEMBASSY QUITO  
AMEMBASSY SAN JOSE POUCH  
AMEMBASSY SAN SALVADOR  
AMEMBASSY TEGUCIGALPA  
ALL OTHER CONSULATES IN MEXICO POUCH

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FOR WELCH, BED/OIM

E.O. 11652:N/A  
TAGS.: BEXP,MX  
SUBJECT: END OF SHOW REPORT: AUTOMATIZACION '78, INSTRUMENT SOCIETY OF AMERICA EXH., U.S. TRADE CENTER, MEXICO CITY, FEB. 7-9, 1978.  
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1. NAME OF EVENT: "AUTOMATIZACION '78 (INSTRUMENT SOCIETY OF AMERICA)
2. PLACE & DATES: U.S. TRADE CENTER, MEXICO CITY, FEB. 7-9, 1978
3. PARTICIPANTS: 37, (NTM-13, OTM-24)
- 3A. EXHIBITORS: 37, (NTM-13, OTM-24)

4. FLOOR SALES AT EXH., INCLUDING DOLLAR VALUE OF  
MERCHANDISE TURNED OVER TO AGENTS & DIST.: NONE  
5. EXPECTED TO BE SOLD OVER PERIOD OF NEXT 12 MONTHS:  
RESULT OF THIS EXH.: \$5,530,350, (NTM-\$2,351,000, OTM-  
\$3,179,350)  
6. COS. SEEKING REPS.: 8  
7. REPS. SIGNED: 3  
8. REPS. EXPECTED TO BE SIGNED DURING NEXT 12 MONTHS: 2  
8A. LEADS: 23  
9. COS. SEEKING JOINT VENTURES OR LICENSEES: ONE  
10. JOINT VENTURES OR LICENSEES SIGNED: NONE  
10A. JOINT VENTURES OR LICENSEES EXPECTED TO BE SIGNED  
DURING NEXT 12 MONTHS: ONE  
10B. LEADS: 14  
11. SALES LEADS: 520, (NTM-167, OTM-353)  
12. REGISTERED ATTENDANCE: 393  
13. MARKETING OBJECTIVES SUMMARY:  
A. FIRMS FULLY ACHIEVING PRIMARY MARKETING OBJECTIVES: 29  
(NTM-10, OTM-19)  
B. FIRMS PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVES:  
6, (NTM-3, OTM-3)  
C. FIRMS FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVES:  
2 (NTM-1, OTM-1)  
14. COMMENTS:  
A. AUTOMATIZACION '78 WAS NEW KIND OF EXH. ARRANGEMENT FOR  
TRADE CENTER. INSTRUMENT SOCIETY OF AMERICA (ISA) TOOK  
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ALL TRADE CENTER SPACE FOR THREE DAYS ON BASIS OF PER-  
EXHIBITOR CONTRIBUTION. USTC AGREED TO PROVIDE USUAL BSP  
EXHIBIT ERECTION & FREIGHT HANDLING SERVICES AS  
WELL AS REFFIND FOR THOSE NEW-TO-MARKET FIRMS DESIRING  
THIS SERVICE. DESPITE OFFER OF USTC'S PROMOTION FIRM'S  
SERVICES, ISA CHOSE TO DO OWN PROMOTION THROUGH LOCAL  
CHAPTER, INCLUDING DEVELOPMENT OF PROMOTIONAL BROCHURES.  
TRADE CENTER, HOWEVER, PROVIDED SOME MINOR ASSISTANCE  
ON PUBLICITY.

B. EXH. WAS PLAGUED BY SEVERAL MISCUES & PROMOTIONAL  
ERRORS. PROMOTIONAL LITERATURE FOR EXAMPLE, CARRIED  
THREE DISTINCT SETS OF SHOW HOURS, LEADING TO VISITORS  
APPEARING AT TIMES WHEN NO EXHIBITORS PRESENT. LISTS  
USED BY LOCAL ISA FOR MAILING WERE SOMEWHAT LESS  
EXTENSIVE THAN THOSE USED BY USTC FOR SIMILAR EVENTS &  
VOLUME OF VISITORS WAS LOW PROBABLY AS A RESULT. ISA  
SEMINARS FOR EXPECTED 200 ATTENDEES DREW ONLY 61 PERSONS.  
SEMINARS WERE RUN IN MORNINGS & AFTERNOONS DESPITE USTC'S  
ADVICE THAT MORNING SESSIONS WOULD NOT DRAW WELL. SEMINAR  
FEES OF US\$50 FOR ISA MEMBERS & US\$75 FOR NON-MEMBERS  
WERE, IN ADDITION, BEYOND CAPACITY OF MOST  
MEXICAN ENGINEERS TO PAY. ISA ALSO IMPOSED SMALL ADMISSION

CHARGE FOR EXH., LATER RESCINDED, WHICH PROBABLY ALSO CONTRIBUTED TO LOW ATTENDANCE. AS ALL PAPERWORK WAS HANDLED BY ISA & ISA ALTERED USTC'S WORDING OF INSTRUCTIONS IN SOME CASES, INFORMATION RECEIVED WAS INCOMPLETE OR MISSING, LEADING TO PROBLEMS IN REFFIND, EXHIBIT SET UP & FREIGHT HANDLING. GIVEN EXPERIENCE WITH THIS SHOW, USTC WOULD ELECT NOT TO HANDLE MULTI-FIRM EVENT ON SAME BASIS IN FUTURE, AS RESULTS OF HANDLING BY OTHERS

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ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W  
-----056336 170047Z /65

R 170009Z FEB 78  
FM AMEMBASSY MEXICO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 8382  
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AMEMBASSY BOGOTA  
AMCONSUL CALI  
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OF ESSENTIAL SERVICE ULTIMATELY REFLECTS ON USTC  
WHETHER USTC RESPONSIBLE OR NOT.

C. RESULTS OF EXH. WERE SURPRISINGLY GOOD,

IN SPITE OF PROBLEMS. ALTHOUGH NO IMMEDIATE SALES, 12 MONTH PROJECTIONS OF \$5.7 MILLION SHOWED THAT INDUSTRIAL PROCESS CONTROLS ENJOY STRONG MARKET IN MEXICO.  
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ATTENDANCE, THOUGH LOWER THAN EXPECTED, WAS OF EXCELLENT QUALITY & 520 SALES LEADS WAS VERY CREDITABLE PERFORMANCE. EVENT IS WORTH REPEATING &, PROVIDED ADMINISTRATIVE DETAILS ARE MORE ADROITLY HANDLED, SHOULD BE MORE SUCCESSFUL NEXT TIME AROUND. ISA EXHIBITS MANAGER PHIL MEAD PROJECTED 1980 OR 1981 AS BEST TIMES FOR NEXT SHOW. USTC WOULD PREFER 1981 IN ORDER TO INDUSTRIAL PROCE.ROL EVENTS. .

D. SUCCESS STORIES:

(1) FLUIDYNE INSTRUMENTATION OF OAKLAND, CA., MEDIUM SIZED FIRM, NEW TO MEXICAN MARKET, GOT 20 LEADS WHICH ARE EXPECTED TO RESULT IN SALES OF \$100,000 WITHIN THE NEXT 12 MONTHS. THE FIRM ALSO OBTAINED FIVE LEADS ON REPRESENTATION WHICH THEY EXPECTED TO RESULT IN APPOINTMENT OF AN AGENT. ROD MANNING, PRES. OF FIRM, COMMENTED ON "SOLID INTEREST" HE SAW DURING SHOW. HE REPORTED FULLY ACHIEVING HIS PRIMARY OBJECTIVE OF EXPOSING HIS FIRM'S INSTRUMENTS TO NEW BUSINESS PROSPECTS. (CLEARED FOR PUBLICATION).

(2) IRCON, INC. OF SKOKIE, IL., MEDIUM SIZE FIRM, OLD TO MEXICAN MARKET, REPORTED FIVE LEADS WHICH FIRM EXPECTED TO RESULT IN \$75,000 SLS. TOMAS PECERO, SLS. MGR. OF FIRM'S, MEXICAN AGENT, INDUSTRIA Y POTENCIA, SAID FIRM HAD FULLY ACHIEVED MARKETING OBJECTIVES & REMARKED THAT "EVERYTHING WAS OK". (CLEARED FOR PUBLICATION).

(3) LEEDS & NORTHRUP CO., NORTH WALES, PA. LARGE, OLD TO MEXICAN MARKET FIRM, REPORTED 45 SLS. LEADS & EXPECTED TO SELL \$250,000 WITHIN NEXT 12 MONTHS AS RESULT. JAMES MEEHAN, GEN. MGR. OF LEEDS & NORTHRUP'S MEXICAN SUBSIDIARY  
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& PRES. OF ISA'S MEXICAN BRANCH, ALSO REPORTED FULL ACHIEVEMENT OF HIS FIRM'S MARKETING OBJECTIVES & COMMENTED THAT "EVERYTHING PRETTY MUCH OK EXCEPT OUR EQUIP. ARRIVED VERY LATE"/ HE ADDED THAT HE WISHED "ISA HAD UTILIZED" USTC'S PROMOTIONAL TALENTS "TO GET MORE ATTENDEES". (CLEARED FOR PUBLICATION).

14E. ONLY TWO EXHIBITORS HAD INDICAED INTEREST IN  
FINDING REPRESENTATION BEFORE START OF EXH., OF WHICH ONLY  
ONE HAD SENT PRODUCT LITERATURE. SUDDEN APPEARANCE OF SIX  
ADDITIONAL FIRMS WITH REPRESENTATION NEEDS CAUSED SOME  
SCRAMBLING TO ATTRACT APPROPRIATE CANDIDATES. WE WERE ABLE

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INFO OCT-01 ISO-00 EB-08 /023 W  
-----056342 170048Z /65

R 170009Z FEB 78  
FM AMEMBASSY MEXICO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 8383  
AMCONSUL BELIZE  
AMEMBASSY BOGOTA  
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TO FILL NEEDS OF THREE FIRMS & TWO MORE EXPECTED TO SIGN  
WITHIN 12 MONTHS. LAST THREE SEEKERS HAD SPECIAL NEEDS  
WHICH WOULD REQUIRE FURTHER WORK. WE ENCOURAGED THEM TO  
USE ADS, PMS, BSP OR A FUTURE MAJOR EXH. TO MEET THEIR  
REPRESENTATION REQUIREMENTS.

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## Message Attributes

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**Concepts:** n/a  
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**Draft Date:** 17 feb 1978  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
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20 Mar 2014  
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